

## ORDER



Orders Order / Rev: 37640  
Alt Order #: 08885943  
Product Desc: Horsford/DCCC  
Estimate: 2132  
Flight Dates: 10/18/12 - 10/24/12  
Original Date / Rev: 10/17/12 / 10/17/12  
Order Type: GENERAL

Primary AE: KLAS  
Mike Jones  
Sales Office: K-WAS  
Sales Region: National

Agency Name: GMMB  
Buying Contact:  
Billing Contact:  
1010 Wisconsin Ave NW  
Washington, DC 20007

Billing Type: Cash  
Billing Calendar: Broadcast  
Billing Cycle: EOM/EOC  
Agency Commission: 15%

Advertiser Name: Horsford - DCCC  
Demographic: A35+  
Product Codes: PO1  
Priority: LV1  
Revenue Codes: AGY, POL, CAND

New Business Thru:  
Order Separation: 00:15:00  
Advertiser External ID:  
Agency External ID:

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/24/12	18	\$10,525.00	\$8,946.25	October 2012	18	\$10,525.00	\$8,946.25	0.00
					Totals	18	\$10,525.00	\$8,946.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$10,525.00
Market	100%	\$35,083.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$8,770.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,754.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/18/12	10/24/12	8 News Now 5a M-F	CM	5-6a	MTWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
8 NEWS NOW															
Start Date		End Date		Weekdays		Spots/Week		Rate		Rating					
Week: 10/18/12		10/24/12		MTWTF--		2		\$225.00		0.00					
Spot	Ch	Date Range	Description	Start/End Time		Length		Rate		Rtg		Type			
1	8	10/22/12-10/24/12	8 News Now 5a M-F	5-6a		MTW-----		\$225.00		0.00		NM			

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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 2	8	10/18/12	10/24/12	8 News Now 6a M-F	CM	6-7a		MTWTF--	:30	2	\$275.00	LV2	0.00 NM	2	\$550.00
<b>8 NEWS NOW</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$275.00 0.00															
E 3	8	10/18/12	10/24/12	CBS This Morning 7-9a CM		7-9a		MTWTF--	:30	2	\$200.00	LV2	0.00 NM	2	\$400.00
<b>CBS THIS MORNING</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$200.00 0.00															
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
2	8	10/22/12-10/24/12		CBS This Morning 7-9a		7-9a		MTW-----	:30		\$200.00	0.00	NM		
E 4	8	10/18/12	10/24/12	Live w/Kelly	CM	9-10a		MTWTF--	:30	2	\$300.00	LV2	0.00 NM	2	\$600.00
<b>LIVE! WITH KELLY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$300.00 0.00															
E 5	8	10/18/12	10/24/12	8 News Now Noon M-F CM		12-1230p		MTWTF--	:30	2	\$325.00	LV2	0.00 NM	2	\$650.00
<b>8 NEWS NOW AT NOON</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$325.00 0.00															
E 6	8	10/18/12	10/24/12	8 News Now 5-630p M-FCM		5-630p		MTWTF--	:30	2	\$1,750.00	LV1	0.00 NM	2	\$3,500.00
<b>8 NEWS NOW ROTATION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$1,750.00 0.00															
E 7	8	10/18/12	10/24/12	630-7p Inside Edition	CM	630-7p		MTWTF--	:30	1	\$1,400.00	LV1	0.00 NM	1	\$1,400.00
<b>INSIDE EDITION</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 1 \$1,400.00 0.00															
E 8	8	10/18/12	10/24/12	7-8p Rotator	CM	7-8p		MTWTF--	:30	1	\$1,225.00	LV1	0.00 NM	1	\$1,225.00
<b>ET/INSIDER</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 1 \$1,225.00 0.00															
E 9	8	10/18/12	10/24/12	8 News Now 11p M-F	CM	11-1135p		MTWTF--	:30	2	\$600.00	LV2	0.00 NM	2	\$1,200.00
<b>8 NEWS NOW AT 11PM</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$600.00 0.00															
E 10	8	10/18/12	10/24/12	Letterman	CM	1135p-1237a		MTWTF--	:30	2	\$275.00	LV2	0.00 NM	2	\$550.00
<b>LATE SHOW w. LETTERMAN</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/18/12 10/24/12 MTWTF-- 2 \$275.00 0.00															

Totals 18 \$10,525.00